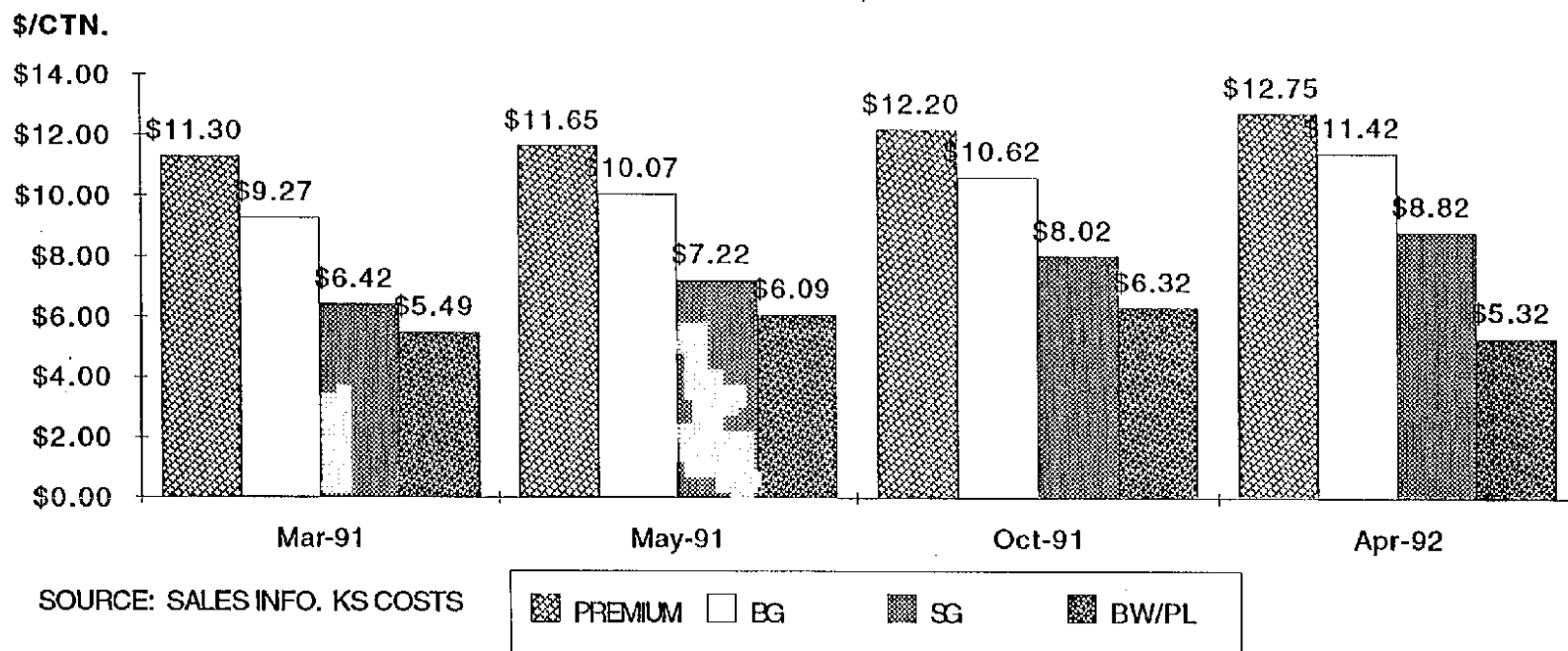


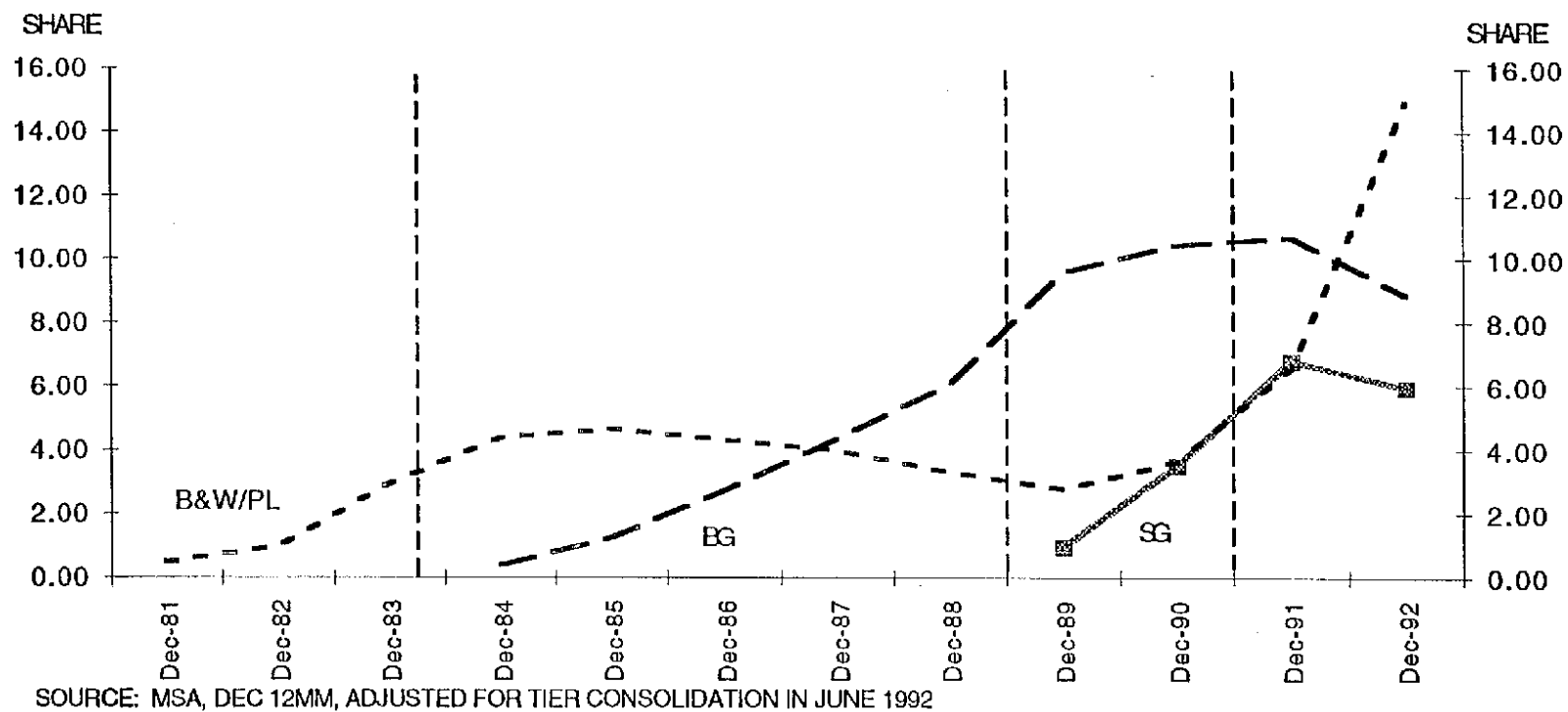
AS BG AND SG INCURRED PRICE INCREASES, THE GAP BETWEEN PREMIUM AND THE LOWEST WIDENED BY AT LEAST \$7.00/CTN. IN 1992.



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LPRICE Chart 1

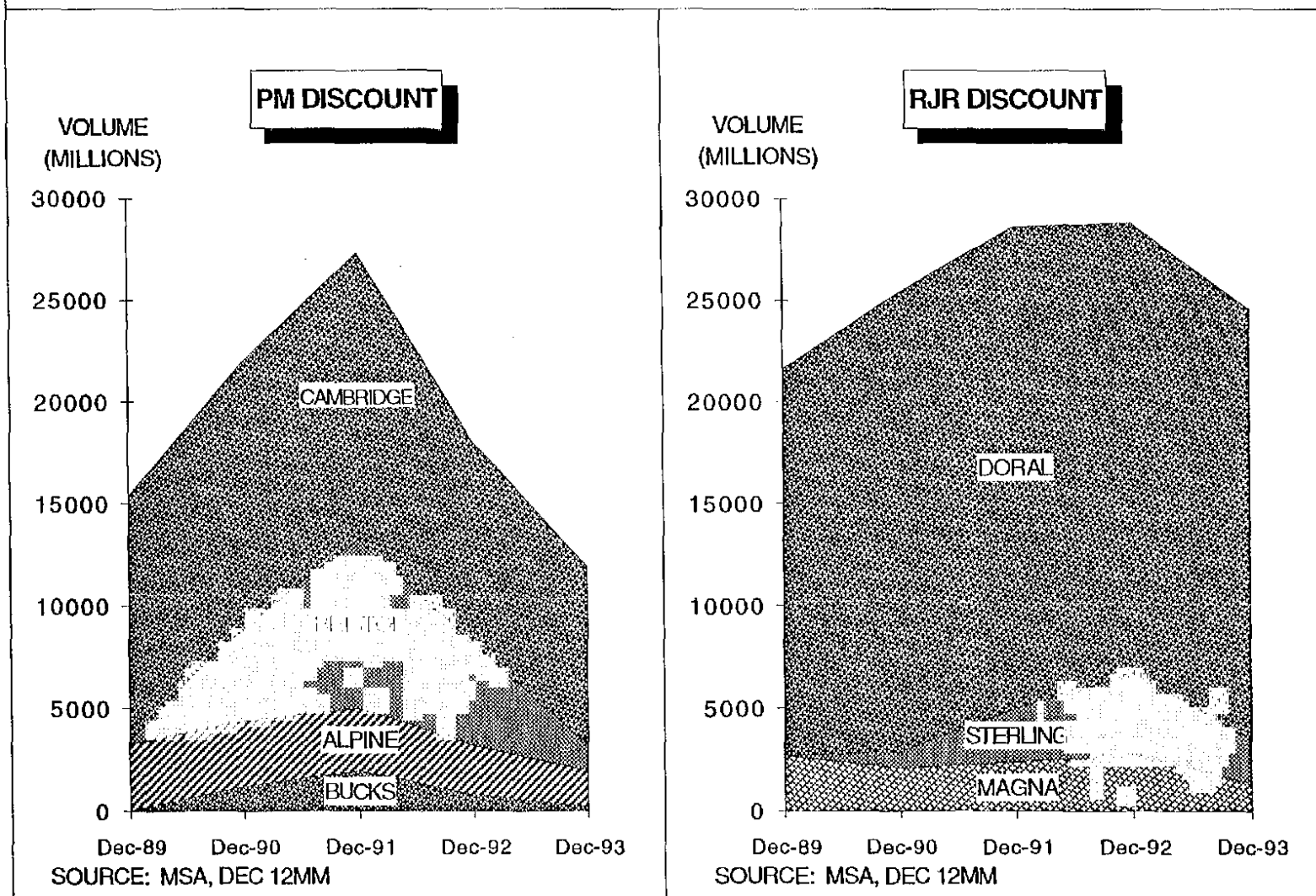
THE LAST 10 YEARS WAS CHARACTERIZED BY EMERGING PRICE TIERS.



PRICE TIER HIST.WKS Chart 1

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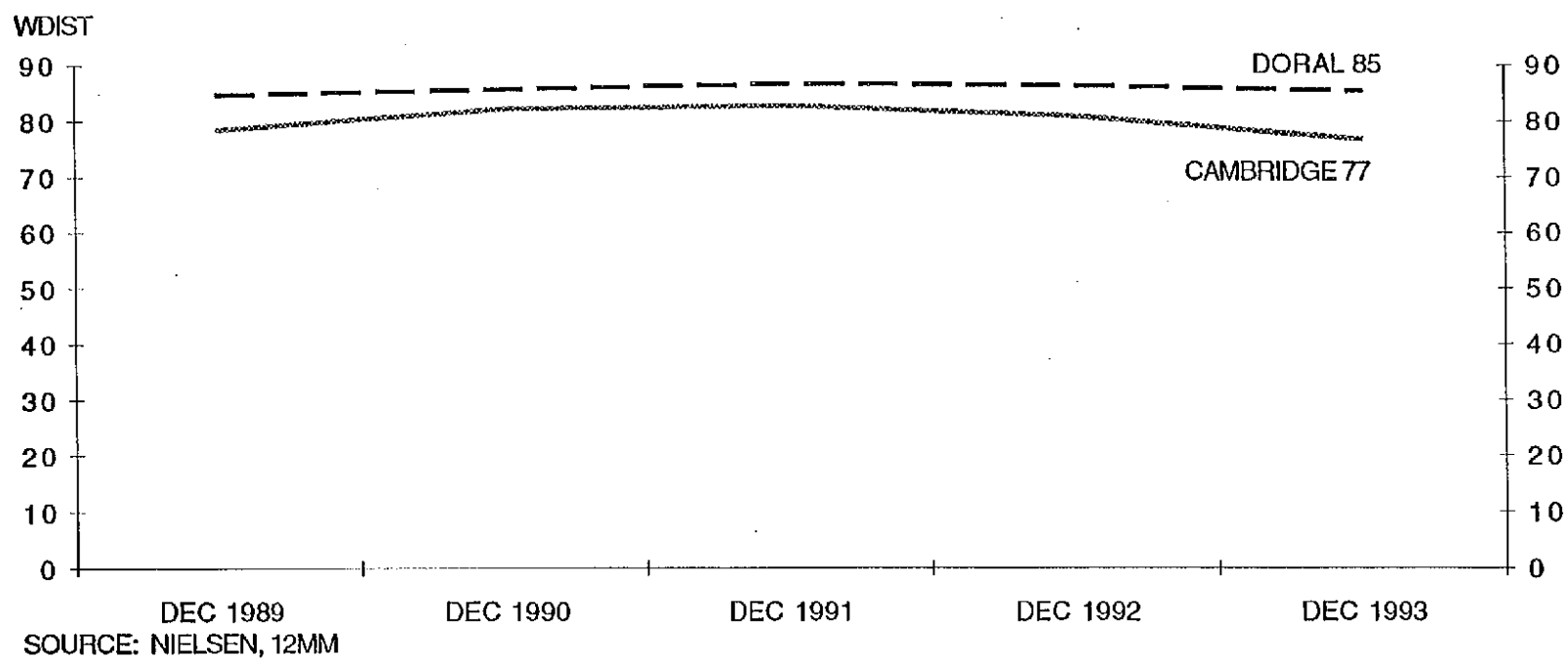
**PM/USA SPLIT ITS DISCOUNT PORTFOLIO PARTICIPATION IN BOTH TIERS.
RJR REMAINED SUBSTANTIALLY DEPENDENT ON DORAL.**



PM/RJR DISC VOL SBS

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CAMBRIDGE AND DORAL WEIGHTED DISTRIBUTION WERE RELATIVELY STABLE



WD OLD Chart 1

2041410605

MEDIA PLAN

- **Media Objectives**

- Maintain/increase brand awareness

- Create impact/big brand image

- **Media Vehicles**

- Print: Magazines and supplements

- OOH: In-store, 30 sheet, and 2 sheet

- **Introduce campaign in September**

- 30 Sheet: September/November

- In-store: October

- Monthlies: October/November/December

- Weeklies: October/November

- Supplements: October/November

- **Estimated Costs**

- Print: \$4.0 MM

- OOH: \$2.0 MM

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CONSEQUENCES OF FET INCREASE

- **SKU Reduction**

- Cambridge Lowest Packings

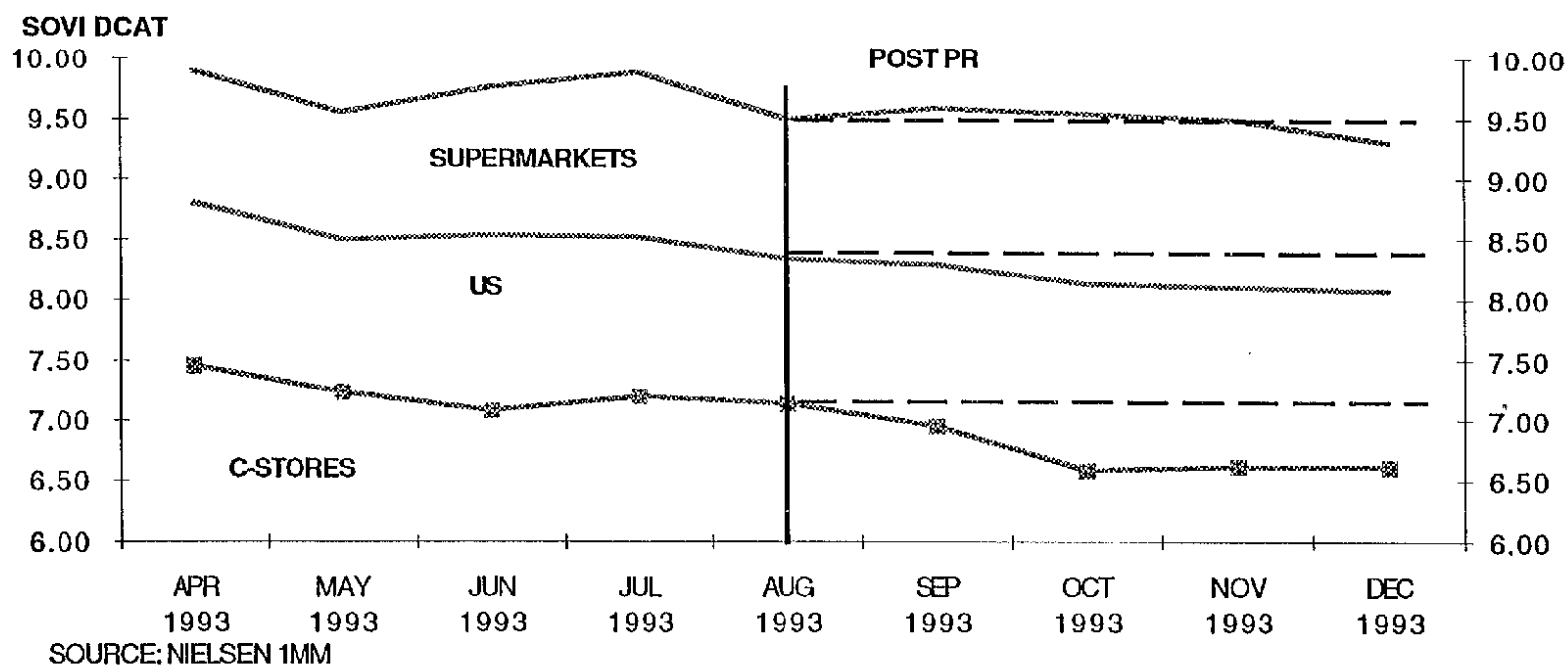
2041410607

REDESIGN CAMBRIDGE PACKAGING

- How relevant is the "Value Price" snipe on Cambridge carton?
- 24% of smokers aware of Cambridge indicated it has "good looking packs", versus 27% of smokers aware of Doral. (Millward Brown Oct-Dec 93)
- Doral has redesigned its packaging twice over the last two years.
- The current Cambridge packaging should be researched among Cambridge smokers for direction on redesign.

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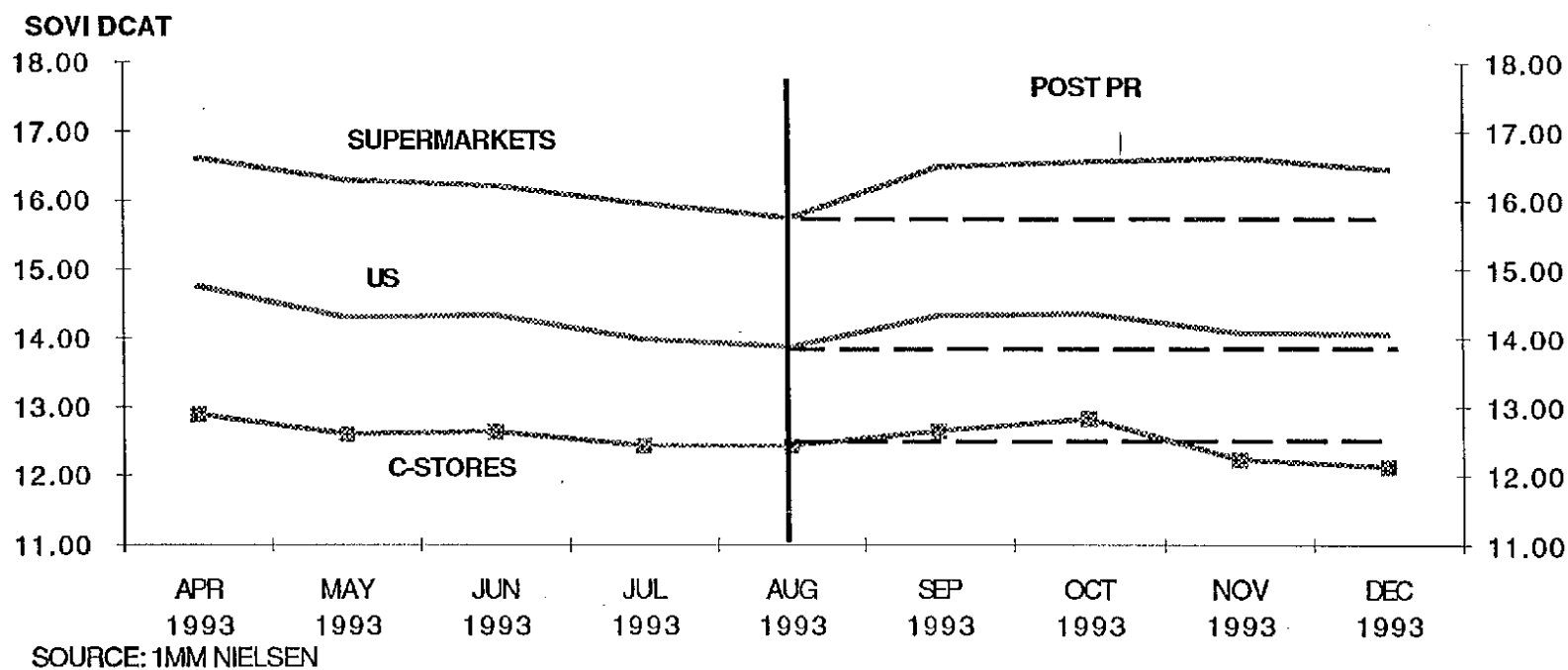
POST PR, CAMBRIDGE SHARE OF DISCOUNT VISUAL INVENTORY EXPERIENCED
THE LARGEST DECLINES IN C-STORES.



2041410609

SOVIDCAT Chart 1

POST PR, DORAL INITIALLY EXPERIENCED THE MOST GAINS IN SHARE OF DISCOUNT VISUAL INVENTORY IN SUPERMARKETS.



SOVIDCAT Chart 2

2041410610